Minnesota
TESTED

SINCE 1870

SOFT-GLOSS

(INTERIOR)

MINNESOTA
LINSEED OIL PAINT CO.

MINNEAPOLIS, MINNESOTA
FORT WAYNE, INDIANA

MINNESOTA *Tested* SOFT-GLOSS *Interior*
for INTERIOR WALLS AND WOODWORK

OLD IVORY 4010
(Formerly A-19)

SOFT BLUE 4013
(Formerly A-22)

PURE GRAY 4005
(Formerly A-14)

NEW IVORY 4014
(Formerly A-23)

PALE ORCHID 4020
(Formerly A-29)

TANBARK 4002

WHITE 4003 (Formerly A-12)

TEA ROSE 4023
(Formerly A-32)

TRAVERTINE STONE 4019
(Formerly A-28)

RAINBOW GREEN 4021
(Formerly A-30)

CANARY YELLOW 4001

LIGHT BUFF 4008
(Formerly A-17)

GREEN TINT 4004
(Formerly A-13)

SOFT-GLOSS LIQUID 293

PALE ECRU 4022
(Formerly A-31)

BUFF TAN 4015
(Formerly A-24)

* GRAYED IVORY 4016
(Formerly A-25)

* LIGHT TAUPE 4018
(Formerly A-27)

* WARM GRAY 4012
(Formerly A-21)

* INDIAN TAN 4009
(Formerly A-18)

*** Manufacture of starred colors discontinued Jan. 1, 1940**

A perfectly balanced finish for all types of interior walls, whether of plaster, brick, canvas, burlap, metal, or wallboard. Also, interior woodwork. The decorative possibilities are unlimited with the profusion of rich, restful colors offered in this line. It dries with a gloss sufficiently soft to make it practical for use on the walls and woodwork of all rooms in the home.

SOFT-GLOSS (INTERIOR) dries quickly to a hard impervious surface, from which lead pencil marks, ink, grease and finger prints can be easily removed by washing with mild soap and water. This feature has made Soft-Gloss (Interior) popular as a finish for the interior of hospitals, industrial plants, school houses, public and office buildings.

SOFT-GLOSS (INTERIOR) is a perfect finish for walls and woodwork in that the gloss is so balanced as to make it decorative, also give it maximum utility. When first applied the gloss is slightly higher, but after a few days it mellows to its normal soft gloss which remains constant.

SOFT-GLOSS (INTERIOR) is easy to apply, dries hard and quickly, and has remarkable hiding power which means fewer coats are required, thereby saving time and material.

Washable — Sanitary — Durable — Economical

IDCAT 1940 CAPY 03 B197

DIRECTIONS

SOFT-GLOSS (INTERIOR)

Soft-Gloss (Interior), as the name implies, is an easily washable, semi-gloss wall finish which flows to a smooth, uniform film, free from brush marks; works freely; and hides well.

Caution: Should be thinned with Soft-Gloss Liquid only—the same liquid which it contains. Do not use linseed oil. Turpentine and other volatile thinners break the oils and varnish liquids, adversely affect the degree of gloss, flowing and working properties, and produce a porous film difficult to wash. Volatile thinners evaporate and are lost, whereas Soft-Gloss Liquid adds to the permanent bulk of the paint and, in consequence, is less expensive.

Preparation of Surface: Must be dry, clean and smooth. Fill plaster cracks with "Minnesota" Patching Plaster or Plaster Paris mixed to putty consistency with "Minnesota" Minnseal or Plaster Filler. When patches are dry, coat them with Minnseal or Plaster Filler. In re-finishing, it is a good practice to wash surface with "Minnesota" Cleanall or soap and water to remove grease and dirt. Rinse and dry.

How to Mix: Open container. Pour off liquid. Stir to smooth even paste. Add proper amount of Soft-Gloss Liquid to the liquid portion, and return same slowly, stirring constantly. Pour from one can to another. Keep sealed when not in use.

New Walls—Not Previously Finished: Plaster, Hollow Tile, Brick and Cement Walls. Prime with "Minnesota" Minnseal White, according to directions, tinted to shade. When dry, finish with one coat Soft-Gloss (Interior). Usually one priming coat and one finishing coat are sufficient.

New Walls—Wallboard: Apply a liberal coat "Minnesota" Stellar Seal according to directions. Allow 24 to 36 hours to dry. This hardens the fuzz on wallboard so it can be removed by sanding lightly with No. 1 sandpaper, thereby producing a well-sealed, clean, smooth surface. Dust, and apply one or two coats Soft-Gloss (Interior).

Old Walls—Repainting: Clean surface. Sand lightly to kill gloss. Then dust. Over smooth gloss paints, same color, one coat is usually sufficient. If two coats are used, thin first with one pint Soft-Gloss Liquid per gallon. If plaster requires patching, follow directions for "NEW WALLS." Over old flat wall paint, reduce first coat with ½-gallon Soft-Gloss Liquid per gallon.

Metal Ceilings (New): First coat with "Minnesota" Flat Interior Paint reduced 10% with turpentine. When dry, apply one coat Soft-Gloss (Interior). If necessary to thin last coat, use not more than ½-pint Soft-Gloss Liquid per gallon.

Metal Ceilings (Old—Previously Finished): Clean surface with "Minnesota" Cleanall cleaner or soap and water. Rinse and dry. Over gloss paints, one coat, same color, is usually sufficient. If two coats are used, reduce first with one pint Soft-Gloss Liquid per gallon. If previously finished with old flat wall paint, thin first coat with one quart Soft-Gloss Liquid per gallon.

Thinning: Thin Soft-Gloss (Interior) with Soft-Gloss Liquid only. Do not use linseed oil or turpentine.

Good Practices: Use full stock brushes. Apply by brushing from left to right, and then lay off up and down. Apply material liberally.

Drying Time: With good ventilation and proper temperature (about 70°) Soft-Gloss (Interior) reduced with Soft-Gloss Liquid, will dry to recoat in 12 to 24 hours; hard to touch in 4 to 6 hours.

Spreading Capacity: Method of application and condition of surface control spreading rate. On properly primed, rough or sand finished walls, approximately 350 to 500 sq. ft. per gallon, one coat. On smooth walls, approximately 500 to 650 sq. ft. per gallon, one coat

GOOD PRACTICES

FOR best results prepare the surface properly and apply Soft-Gloss (Interior) in accordance with the directions. All surfaces should be dry and free from dirt, wax, polish and grease.

CARE should be taken to remove all traces of soap or washing powder commonly used to wash walls and woodwork. Turpentine readily removes wax; grease yields instantly to benzine. In the majority of cases, walls and woodwork can be easily cleaned with "Minnesota" Cleanall or mild soap and water.

PROPER temperature is essential. Wherever possible, the room should be at least 70 degrees and well ventilated. All good paint and varnish dries by absorbing oxygen from the air; therefore it is necessary that there be a constant circulation of fresh air, otherwise the newly applied material cannot properly dry and harden.

BEFORE refinishing old woodwork which has a gloss, sand it with "0" sandpaper to dull the gloss. To produce a good clean finish free from specks and blemishes, care should be taken to remove all dust and dirt before material is applied. It is also advisable to sandpaper lightly between coats.

ALWAYS use a brush of good quality about $3\frac{1}{2}$ to $4\frac{1}{2}$ inches wide (depending upon size of surface). It should have a good quantity of stiff bristles which spreads the paint out to an even film. Good work cannot be done with cheap soft brushes.

ALWAYS apply Soft-Gloss (Interior) liberally and brush out to a smooth even coat.

FOR best results read and follow directions carefully. Stir thoroughly.

Good Brushes are Essential to Satisfactory Painting . . .

BARNARD LUMBER CO.
BARNARD, SOUTH DAKOTA

7-39—21M